

Every Woman Matters



NEBRASKA OFFICE OF WOMEN'S HEALTH

2006

Dear Media Contact,

Breast cancer is Nebraska's second leading cause of cancer-related deaths in women. It can happen to anyone. Although the cause is currently unknown, there are two known predominant risk factors: 1. Being a woman, and 2. Getting older – risk factors that cannot be avoided. However studies have shown that, when detected early, a woman has a 96 percent chance of surviving the disease.

In Nebraska, as well as nationwide, cardiovascular disease is the #1 killer of women, accounting for one out of every two deaths among women ages 40 and over. In fact, every year cardiovascular disease claims the lives of more American women than the next 14 causes of death combined, including all forms of cancer. The number of deaths can be significantly lowered if women were more aware of the risks, warning signs, and simple lifestyle changes that could improve and even save their lives.

The statistics suggest that the message still isn't reaching enough of the women in our state. You can help spread the word about the Every Woman Matters (EWM) Program. EWM provides annual health exams to women ages 40 through 64 to help find breast and cervical cancer, diabetes, and cardiovascular disease early, when they can be treated best. As a program of the Nebraska Health and Human Services System, EWM offers annual exams and personalized health information and support to women age 40 through 64 with limited or no health insurance and low to medium income.

The Every Woman Matters Media Packet contains materials you can use at any time throughout the year to promote breast and cervical cancer screenings, cardiovascular and diabetes screenings, and healthy lifestyle management. Each community within the state have local contacts for the Every Woman Matters Program. A listing is available upon request. We also have available, upon request, :30 and :60 Spanish and English Radio Announcements and :30 Spanish and Radio Television Commercials.

The program has increased the number of women screened annually and the list of exams it covers to the point that we have no funds available to purchase advertising this year. As a federally funded program, we're required to raise \$1.00 in match for every \$3.00 in federal funds we receive. Any public service time you are able to give counts as match for our program. Enclosed in this packet is a match form for you to document the amount of time you intend to or the actual time you did air the public service announcements.

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For more information or to obtain additional kits, you may contact Tracey Bonneau at 1-800-532-2227 or tracey.bonneau@hhss.ne.gov.

Thank you in advance for Helping Women Live Healthier Lives.

Sincerely,

Tracey C. Bonneau, Marketing Coordinator
Nebraska Health and Human Services System
Office of Women's Health
Every Woman Matters Program